

WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

WSOC-TV

Smart Media Group
814 King Street
Suite 400
Alexandria, VA 22314

Contract # 319787

Schedule Dates 08/06/12-08/12/12
Advertiser Pol/P McCrory/R/Gov/NC (16611)
Agency Smart Media Group (1343)
Product Political - State Candidate (1071)
Brand 806812 GOV (131874)
Salesperson Telerep/Philadelphia, Philadelphia (1057)
Sales Office Telerep/Philadelphia
Buyer Name HANLEN,LINDSAY
Phone/Fax /
CPE MCCRO/ORDR/806812
Account Types National/Political
Billing Type Standard
Comments MCCRORY FOR GOVERNOR
MCCRORY FOR NC GOVERNOR

Date Entered 06/28/12
Last Modified 08/02/12
Entered By Jill Hipskind
CO-OP NO
Headline # 06218651
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$4,125.00
Net Total \$23,375.00
Sales Tax

Charlotte (WSOC)

By Broadcast Month
Aug. 2012
Grand Total:
Spots 30
Rate \$27,500.00
\$27,500.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	08/07/12-08/07/12	5	:30	5:00P- 6P (EST)			1						1	\$900.00	\$900.00	Charlotte (WSOC)	EYEWITNESS NEWS	6/28/12
3.0	Normal Line / Spot	08/07/12-08/07/12	4	:30	6- 7A (EST)			1						1	\$1,100.00	\$1,100.00	Charlotte (WSOC)	NEWS DAYBREAK	6/28/12
4.0	Normal Line / Spot	08/07/12-08/07/12	4	:30	7A- 8A (EST)			1						1	\$1,100.00	\$1,100.00	Charlotte (WSOC)	GMA	6/28/12
6.0	Normal Line / Spot	08/08/12-08/08/12	5	:30	11P- 11:35P (EST)				1					1	\$900.00	\$900.00	Charlotte (WSOC)	EYEWITNESS NEWS	6/28/12
9.0	Normal Line / Spot	08/08/12-08/08/12	4	:30	5P- 5:30P (EST)				1					1	\$900.00	\$900.00	Charlotte (WSOC)	EYEWITNESS NEWS	6/28/12
10.0	Normal Line / Spot	08/08/12-08/08/12	5	:30	5:30P- 6P (EST)				1					1	\$900.00	\$900.00	Charlotte (WSOC)	EYEWITNESS NEWS	6/28/12
11.0	Normal Line / Spot	08/08/12-08/08/12	5	:30	6- 6:30P (EST)				1					1	\$1,100.00	\$1,100.00	Charlotte (WSOC)	6P NEWS	6/28/12
12.0	Normal Line / Spot	08/08/12-08/08/12	4	:30	6- 7A (EST)				1					1	\$1,100.00	\$1,100.00	Charlotte (WSOC)	NEWS DAYBREAK	6/28/12
15.0	Normal Line / Spot	08/10/12-08/10/12	5	:30	11P- 11:35P (EST)					1				1	\$900.00	\$900.00	Charlotte (WSOC)	EYEWITNESS NEWS	6/28/12
18.0	Normal Line / Spot	08/10/12-08/10/12	4	:30	5P- 5:30P (EST)					1				1	\$900.00	\$900.00	Charlotte (WSOC)	EYEWITNESS NEWS	6/28/12
19.0	Normal Line / Spot	08/10/12-08/10/12	5	:30	5:30P- 6P (EST)					1				1	\$900.00	\$900.00	Charlotte (WSOC)	EYEWITNESS NEWS	6/28/12
20.0	Normal Line / Spot	08/10/12-08/10/12	5	:30	6- 6:30P (EST)					1				1	\$1,100.00	\$1,100.00	Charlotte (WSOC)	6P NEWS	6/28/12
21.0	Normal Line / Spot	08/10/12-08/10/12	4	:30	6- 7A (EST)					1				1	\$1,100.00	\$1,100.00	Charlotte (WSOC)	NEWS DAYBREAK	6/28/12
24.0	Normal Line / Spot	08/06/12-08/06/12	5	:30	11P- 11:35P (EST)		1							1	\$900.00	\$900.00	Charlotte (WSOC)	EYEWITNESS NEWS	6/28/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.



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Telerep/Philadelphia

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HANLEN, LINDSAY

Phone/Fax

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MCCRO/ORDR/806812

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Billing Type

Standard

Comments

MCCRORY FOR GOVERNOR

Date Entered

06/28/12

Last Modified

08/02/12

Entered By

Jill Hipskind

CO-OP

No

Headline

06218651

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Order Type

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Package Deal

Commission %

15.00

Commission

\$4,125.00

Net Total

\$23,375.00

Sales Tax

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Suite 400
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By Broadcast Month

Aug. 2012

Spots

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Rate

\$27,500.00

Grand Total:

\$27,500.00

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27.0	Normal Line / Spot	08/06/12-08/06/12	4	:30	5P- 5:30P (EST)	1	1							1	\$900.00	\$900.00	Charlotte (WSOC)	EYEWITNESS NEWS	6/28/12
28.0	Normal Line / Spot	08/06/12-08/06/12	5	:30	5:30P- 6P (EST)	1	1							1	\$900.00	\$900.00	Charlotte (WSOC)	EYEWITNESS NEWS	6/28/12
29.0	Normal Line / Spot	08/06/12-08/06/12	5	:30	6P- 6:30P (EST)	1	1							1	\$1,100.00	\$1,100.00	Charlotte (WSOC)	6P NEWS	6/28/12
30.0	Normal Line / Spot	08/06/12-08/06/12	4	:30	6A- 7A (EST)	1	1							1	\$1,100.00	\$1,100.00	Charlotte (WSOC)	NEWS DAYBREAK	6/28/12
35.0	Normal Line / Spot	08/11/12-08/11/12	3	:30	12P- 12:30P (EST)						1			1	\$400.00	\$400.00	Charlotte (WSOC)	EYEWITNESS NEWS	6/28/12
40.0	Normal Line / Spot	08/12/12-08/12/12	3	:30	12P- 12:30P (EST)							1		1	\$400.00	\$400.00	Charlotte (WSOC)	EYEWITNESS NEWS	6/28/12
42.0	Normal Line / Spot	08/12/12-08/12/12	4	1:00	7A- 9A (EST)								1	1	\$600.00	\$600.00	Charlotte (WSOC)	EYEWITNESS NEWS 7A	6/28/12
44.0	Normal Line / Spot	08/09/12-08/09/12	5	:30	11P- 11:35P (EST)					1				1	\$900.00	\$900.00	Charlotte (WSOC)	EYEWITNESS NEWS	6/28/12
46.0	Normal Line / Spot	08/09/12-08/09/12	4	1:00	12P- 1P (EST)					1				1	\$800.00	\$800.00	Charlotte (WSOC)	EYEWITNESS NEWS	6/28/12
48.0	Normal Line / Spot	08/09/12-08/09/12	4	:30	5P- 5:30P (EST)					1				1	\$900.00	\$900.00	Charlotte (WSOC)	EYEWITNESS NEWS	6/28/12
49.0	Normal Line / Spot	08/09/12-08/09/12	5	:30	5:30P- 6P (EST)					1				1	\$900.00	\$900.00	Charlotte (WSOC)	EYEWITNESS NEWS	6/28/12
50.0	Normal Line / Spot	08/09/12-08/09/12	5	:30	6P- 6:30P (EST)					1				1	\$1,100.00	\$1,100.00	Charlotte (WSOC)	6P NEWS	6/28/12
51.0	Normal Line / Spot	08/09/12-08/09/12	4	:30	6A- 7A (EST)					1				1	\$1,100.00	\$1,100.00	Charlotte (WSOC)	NEWS DAYBREAK	6/28/12
55.0	Normal Line / Spot	08/07/12-08/07/12	5	:30	11P- 11:35P (EST)								1	1	\$900.00	\$900.00	Charlotte (WSOC)	EYEWITNESS NEWS	6/28/12

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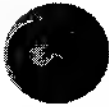
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59.0	Normal Line / Spot	08/07/12-08/07/12	4	:30	5P-5:30P (EST)	1		1						1	\$900.00	\$900.00	Charlotte (WSOC)	EYEWITNESS NEWS	8/28/12

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